

From: "William L. Gibbons \(\wgibbons\)" <wgibbons@memphis.edu>
To: "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>
Date: 10/5/2018 5:00:07 PM
Subject: Fwd: draft "story"

Bill Gibbons
Executive Director
Public Safety Institute

The University of Memphis
317 Robison Hall
Memphis, TN. 48152

901.355.4043 | memphis.edu/psi/

Begin forwarded message:

From: Blair Taylor <btaylor@memphistomorrow.org>
Date: October 5, 2018 at 3:49:55 PM CDT
To: "Bill Gibbons - MSCC (wgibbons@memphis.edu)" <wgibbons@memphis.edu>
Subject: draft "story"

Bill – for our call with the mayor and bryan Tuesday, we need the draft story: Here's how I see it. Let me know your thoughts.

I'm thinking it's something like this:

- Story Angle:
 - Primary: Crime commission issues “year end” special progress report and next steps for MPD staffing initiative. Explains importance of building complement to so many of the other OSC initiatives, etc. which is why special report.
 - Secondary: Acknowledgement of business and philanthropy who asked the mayor how they could help and the Mayor's team requested financial support. Crime Commission, raised and collected the funds.
- Quotes/interviews tee'd up with:
 - Bryan Jordan
 - Mayor Strickland
- Timing:
 - Ideally after the start of the last class of new recruits / pst's/ fast track for 2018.
- Release:
 - Give exclusive to Daily Memphian, CA, or Business Journal
 - Then issue press release

Blair Taylor
President
Memphis Tomorrow
22 North Front Street, Suite 670
Memphis, TN 38103
Office: 901.322.8080